

No. 1103. Utilization of Selected Media: 1970 to 2000

[62.0 represents 62,000,000]

Item	Unit	1970	1980	1990	1994	1995	1996	1997	1998	1999	2000
Households with—											
Telephone service ¹	Percent	87.0	93.0	93.3	93.9	93.9	93.8	93.9	94.1	94.2	94.4
Radio ²	Millions	62.0	78.6	94.4	98.0	98.0	98.0	98.0	(NA)	(NA)	(NA)
Percent of total households	Percent	98.6	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0	99.0
Average number of sets	Number	5.1	5.5	5.6	5.6	5.6	5.6	5.6	5.6	5.6	5.6
Television ³	Millions	59	76	92	94	95	96	97	98	99	101
Percent of total households	Percent	95.3	97.9	98.2	98.3	98.3	98.3	98.4	98.3	98.2	98.2
Television sets in homes	Millions	81	128	193	211	217	223	229	235	240	245
Average number of sets per home	Number	1.4	1.7	2.1	2.2	2.3	2.3	2.4	2.4	2.4	2.4
Color set households	Millions	21	63	90	93	94	95	97	98	99	101
Cable television ⁴	Millions	4	15	52	59	60	63	64	66	67	69
Percent of TV households	Percent	6.7	19.9	56.4	62.4	63.4	65.3	66.5	67.2	67.5	68.0
VCRs ⁴	Millions	(NA)	1	63	74	77	79	82	83	84	86
Percent of TV households	Percent	(NA)	1.1	68.6	79.0	81.0	82.2	84.2	84.6	84.6	85.1
Commercial radio stations: ²											
AM	Number	4,323	4,589	4,987	4,913	4,909	4,857	4,762	4,793	4,783	4,685
FM	Number	2,196	3,282	4,392	5,109	5,296	5,419	5,542	5,662	5,766	5,892
Television stations: ⁵ Total	Number	862	1,011	1,442	1,512	1,532	1,533	1,564	1,589	1,615	1,663
Commercial	Number	677	734	1,092	1,145	1,161	1,174	1,195	1,221	1,243	1,288
VHF	Number	501	516	547	561	562	554	555	561	561	567
UHF	Number	176	218	545	584	599	620	640	660	682	721
Cable television:											
Systems ⁶	Number	2,490	4,225	9,575	11,214	11,218	11,119	10,950	10,845	10,700	10,243
Households served ⁷	Millions	4.5	17.7	54.9	60.5	63.0	64.6	65.9	67.0	68.5	69.3
Daily newspaper circulation ⁸	Millions	62.1	62.2	62.3	59.3	58.2	57.0	56.7	56.2	56.0	55.8

NA Not available. ¹ For occupied housing units. 1970 and 1980 as of April 1; all other years as of March. Source: U.S. Census Bureau, 1970 and 1980 *Census of Housing*, Vol. 1; thereafter Federal Communications Commission, *Trends in Telephone Service*, annual. ² 1980-1995 as of December 31, except as noted. Source: M Street Corp. as reported by Radio Advertising Bureau New York, NY, through 1990, *Radio Facts*, annual, (copyright); beginning 1994, *Radio Marketing Guide and Fact Book for Advertisers*, annual, (copyright). Number of stations on the air compiled from Federal Communications Commission reports. Beginning 1996, Federal Communications Commission, unpublished data as of Sept. 30. ³ 1970, as of September of prior year; all other years as of January of year shown. Excludes Alaska and Hawaii. Source: Television Bureau of Advertising, Inc., *Trends in Television*, annual (copyright). ⁴ As of February. Excludes Alaska and Hawaii. Source: See footnote 3. ⁵ Source: Beginning 1997, Federal Communications Commission, unpublished data. 1997 and 1998 as of December; beginning 1999, as of September. For prior years data, see footnote 3. ⁶ As of January 1. Source: Warren Communications News, Washington DC, *Television and Cable Factbook* (copyright). ⁷ Source: Nielsen Media Research, New York, NY, *Nielsen Station Index*, November estimates (copyright). ⁸ As of September 30. Source: Editor & Publisher, Co., New York, NY, *Editor & Publisher International Year Book*, annual (copyright).
Source: Compiled from sources mentioned in footnotes.

No. 1104. Multimedia Audiences—Summary: 2001

[In percent, except total (201,715 represents 201,715,000). As of spring. For persons 18 years old and over. Represents the percent of persons participating during the prior week, except as indicated. Based on sample and subject to sampling error; see source for details]

Item	Total population (1,000)	Television viewing	Television prime time viewing	Cable viewing ¹	Radio listening	Newspaper reading	Accessed Internet ²
Total	201,715	93.6	82.5	73.1	84.4	79.3	52.1
18 to 24 years old	26,356	90.5	73.5	67.4	92.2	75.3	64.4
25 to 34 years old	38,298	92.3	80.3	72.0	90.0	75.6	63.3
35 to 44 years old	44,981	92.7	80.8	75.4	91.0	81.1	61.2
45 to 54 years old	36,085	94.3	85.4	76.1	88.7	82.5	60.2
55 to 64 years old	23,293	95.3	86.7	76.5	77.8	80.4	41.8
65 years old and over	32,702	96.9	88.6	70.1	62.4	80.3	14.7
Male	96,590	94.1	81.9	74.1	86.3	79.9	53.0
Female	105,125	93.1	83.1	72.1	82.6	78.9	51.2
White	168,905	93.5	82.6	74.4	84.3	79.5	53.8
Black	23,919	94.8	83.0	67.4	87.6	81.2	37.4
Asian	5,649	91.5	80.2	64.9	79.7	74.9	67.2
Other	3,241	93.5	76.9	59.0	71.9	64.6	45.0
Spanish speaking	23,046	94.0	82.4	61.0	86.8	66.5	41.5
Not high school graduate	34,691	92.0	80.1	60.0	74.3	61.3	16.3
High school graduate	66,416	95.1	84.9	74.1	82.5	78.8	36.8
Attended college	54,127	93.5	81.3	76.7	89.1	82.9	66.6
College graduate	46,481	93.5	82.8	77.6	89.2	86.5	76.5
Employed:							
Full time	112,508	92.8	81.2	75.6	91.7	81.9	64.3
Part time	19,483	92.9	79.9	72.2	87.9	79.7	64.0
Not employed	69,725	95.1	85.4	69.3	71.6	75.1	28.9
Household income:							
Less than \$10,000	13,333	92.4	81.5	53.8	73.4	65.6	18.1
\$10,000 to \$19,999	23,325	93.9	83.5	58.4	72.4	69.1	18.5
\$20,000 to \$29,999	24,853	93.6	82.7	66.3	79.0	73.1	28.0
\$30,000 to \$34,999	11,984	93.6	81.5	68.0	82.8	77.4	34.8
\$35,000 to \$39,999	11,487	93.2	81.3	70.4	85.2	78.4	46.1
\$40,000 to \$49,999	21,354	94.2	82.8	75.6	87.0	78.4	53.5
\$50,000 or more	95,378	93.6	82.6	81.6	89.8	86.0	73.9

¹ In the past 7 days. ² In the last 30 days.
Source: Mediarmark Research Inc., New York, NY, *Multimedia Audiences*, spring 2001 (copyright).